

SYSTEMS, METHODS, AND COMPUTER PROGRAM PRODUCTS FOR  
REGISTERING WIRELESS DEVICE USERS IN  
DIRECT MARKETING CAMPAIGNS

Abstract of the Disclosure

Systems, methods, and computer program products are provided that allow wireless device users to "opt-in" to a direct marketing campaign by "clicking on" a conventional advertisement displayed within a wireless device and register to receive future promotions via one or more direct marketing channels. Likewise, users can "opt-out" of future direct marketing by "clicking on" content displayed within various promotional content.

5

Doc. No. 222870

10017355-121401